```
9 0
3 4 2 8
2 9 2 3 2 0
2 0 1 8 4 1 6 3
1 7 8 5 3 9 5 2 0 6
```

By The Numbers

2cnd Edition January 2011 - December 2011





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By The Numbers: 2cnd Edition: January 2011 - December 2011

In 2011 NASA's Information Technology Management Board recognized CIMA as the NASA internal mobile application service center. CIMA is located at Marshall Space Flight Center and is operated out of the NEACC (NASA Enterprise Applications Competency Center). Our goal is to help enable NASA's workforce access to the information they need, anytime, anywhere directly from their mobile devices. If you are interested in finding out more about CIMA visit our website https://cima.nasa.gov. If you have any questions regarding this report please send an email to msfc-cima@mail.nasa.gov.

This is the second edition of CIMA's (Center for Internal Mobile Applications) By The Numbers report. Unless otherwise stated, all analytics presented in this report were captured over the period from January 1, 2011 to December 31, 2011. CIMA tracks mobile and web analytics with Pulse (https://pulse.nasa.gov). Pulse is a tool developed by CIMA for capturing analytical and operational data (logging, device to server requests/responses, etc.) for mobile and web applications. Pulse is available to all NASA application owners. If you interested in capturing analytics on your mobile and/or web applications, contact CIMA to request an account.

Pulse captures three types of analytic information: technology, audience and application. Technology analytics deal with the types of hardware and software used to access application. An example of technology analytics is type of mobile device (Android, Blackberry, iOS, etc.) or type of browser (Chrome, Firefox, Internet Explorer, etc.) used to access either the mobile or web application. Audience analytics deals with who is accessing an application(s). An example of this is the number of visits to the application by center. Application analytics deal with the type of application that the user is using such as visits by application version or downloads from apps@NASA.

Most of the values displayed in tables throughout this report will include a value in parenthesis with a plus, minus or zero value. This value show the how the analytic value from the current period (January 2011 - December 2011) differs from the previous period (January 2010 - December 2010). For example 32% (-5.2) indicates the current value is 32% and last report's percentage value was 37.2%. Likewise 45% (+0.2) indicates the current value is 45% and the previous value was 44.8%. If the current value of an analytic is the same as the previous value it will be represented as 50% (0).

Mobile Analytics

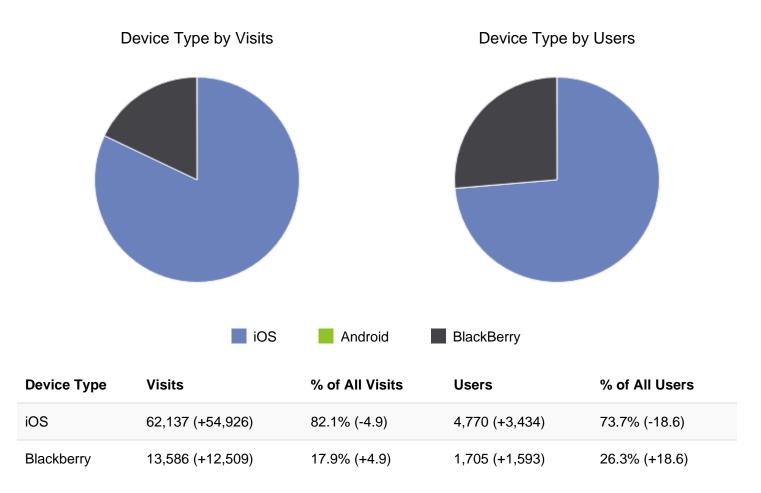
The mobile analytics presented in this section were captured from the following NASA mobile applications.

- NASA Contacts (iOS)
- WebTADS Mobile (iOS, Blackberry)

Technology Analytics

Device Types

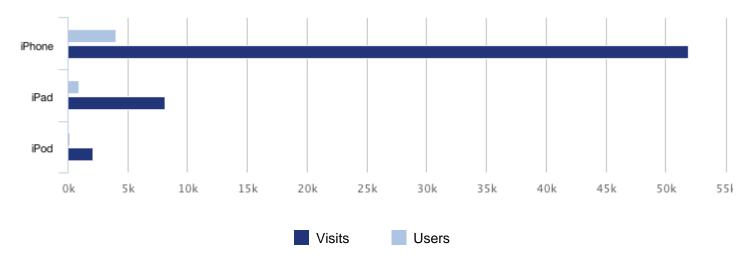
The following charts shows the mobile device type distribution by visits and users for all supported platforms.



Device Models

The following charts shows device model distribution for iOS, Android and BlackBerry devices. Due to the large number of Android devices models recorded, only Android models that record more than 0.1% of the total visits will be shown.

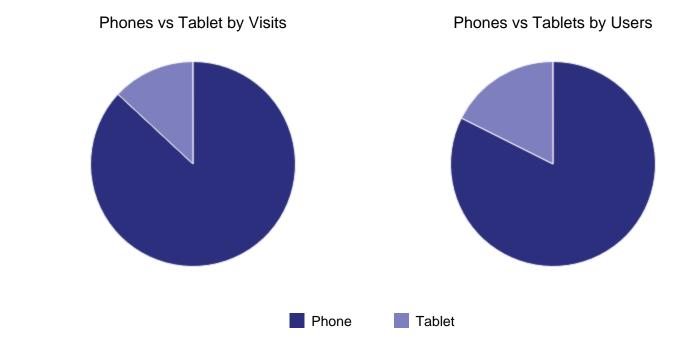
iOS Device Models



iOS Device Model	Visits	% of All Visits	Users	% of All Users
iPhone	51,929 (+46,033)	83.6% (+1.6)	4,059 (+2,925)	78.5% (-1.9)
iPad	8,126 (+7,309)	13.1% (+1.7)	905 (+734)	17.5% (+5.4)
iPod	2,062 (+1,582)	3.3% (-3.4)	204 (+100)	3.9% (-3.4)

Phones vs Tablets

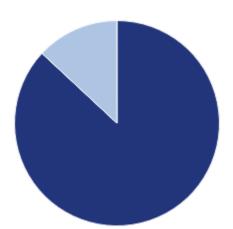
The following charts show the distribution of phones and tablets for visits and users.



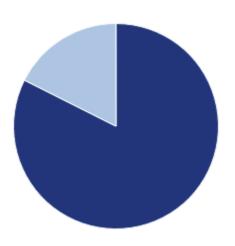
Phone or Tablet	Visits	% of All Visits	Users	% of All Users
Phone	54,010 (+47,618)	86.9% (-1.7)	4,237 (+3,009)	82.4% (-5.3)
Tablet	8,127 (+7,308)	13.1% (+1.7)	905 (+733)	17.6% (+5.3)

iOS Phones vs. Tablets





Phones vs Tablets by Users



Phone

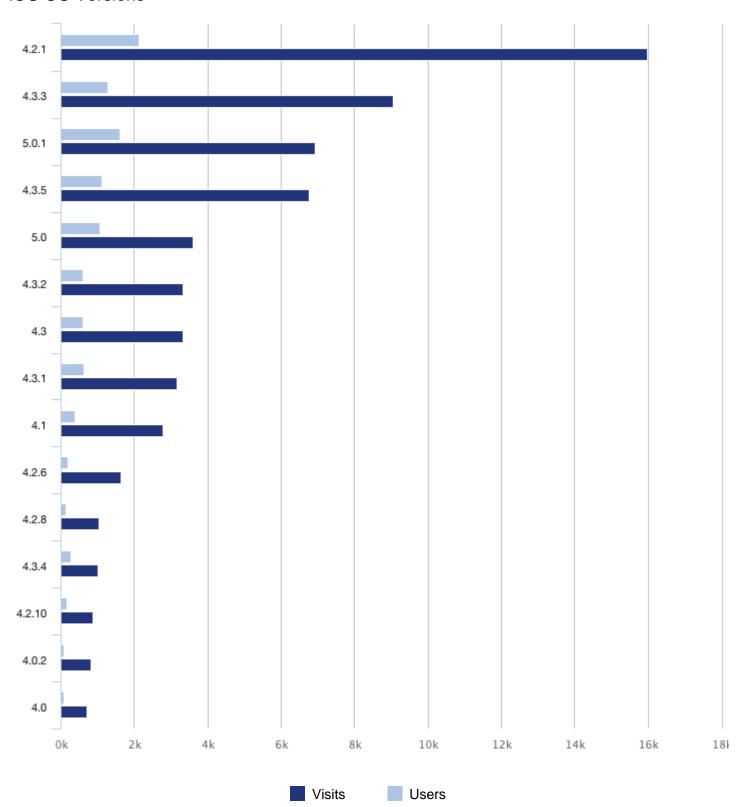
Tablet

Phone or Tablet	Visits	% of All Visits	Users	% of All Users
Phone	54,010 (+47,618)	86.9% (-1.7)	4,237 (+3,009)	82.4% (-5.3)
Tablet	8,127 (+7,308)	13.1% (+1.7)	905 (+733)	17.6% (+5.3)

OS Versions

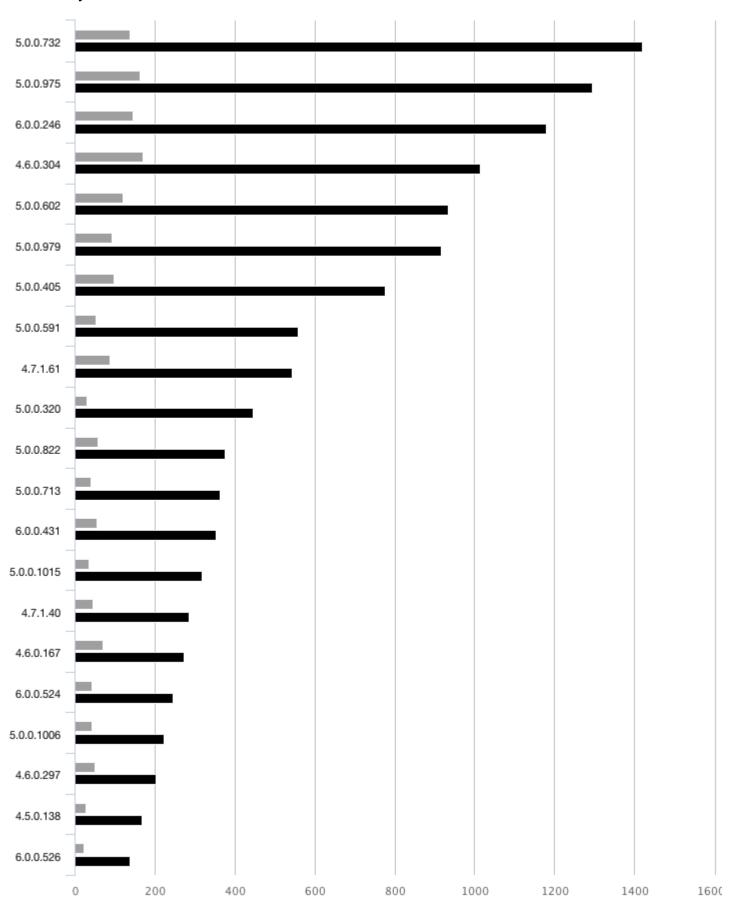
The following charts show the operating system version number distribution by visits and users on each supported mobile platform.

iOS OS Versions



iOS OS Version	Visits	% of All Visits	Users	% of All Users
4.2.1	15,987 (+12,837)	25.7% (-18.0)	2,132 (+1,334)	20.3% (-26.9)
4.3.3	9,042 (+9,042)	14.6% (+14.6)	1,282 (+1,282)	12.2% (+12.2)
5.0.1	6,926 (+6,926)	11.1% (+11.1)	1,605 (+1,605)	15.2% (+15.2)
4.3.5	6,775 (+6,775)	10.9% (+10.9)	1,115 (+1,115)	10.6% (+10.6)
5.0	3,587 (+3,587)	5.8% (+5.8)	1,067 (+1,067)	10.1% (+10.1)
4.3.2	3,340 (+3,340)	5.4% (+5.4)	611 (+611)	5.8% (+5.8)
4.3	3,315 (+3,315)	5.3% (+5.3)	588 (+588)	5.6% (+5.6)
4.3.1	3,176 (+3,176)	5.1% (+5.1)	620 (+620)	5.9% (+5.9)
4.1	2,790 (+1,234)	4.5% (-17.1)	373 (-2)	3.5% (-18.6)
4.2.6	1,644 (+1,644)	2.6% (+2.6)	190 (+190)	1.8% (+1.8)
4.2.8	1,050 (+1,050)	1.7% (+1.7)	140 (+140)	1.3% (+1.3)
4.3.4	999 (+999)	1.6% (+1.6)	274 (+274)	2.6% (+2.6)
4.2.10	876 (+876)	1.4% (+1.4)	155 (+155)	1.5% (+1.5)
4.0.2	822 (+312)	1.3% (-5.7)	95 (-28)	0.9% (-6.4)
4.0	710 (+206)	1.1% (-5.8)	95 (-9)	0.9% (-5.2)
4.0.1	439 (+120)	0.7% (-3.7)	71 (-23)	0.7% (-4.9)
4.2.7	327 (+327)	0.5% (+0.5)	58 (+58)	0.6% (+0.6)
4.2.9	93 (+93)	0.1% (+0.1)	21 (+21)	0.2% (+0.2)
3.1.3	76 (-627)	0.1% (-9.6)	12 (-84)	0.1% (-5.6)
3.2.2	53 (-187)	0.1% (-3.2)	7 (-42)	0.1% (-2.8)
4.2	43 (+34)	0.1% (-0.1)	5 (+2)	0.0% (-0.1)
4.2.5	36 (+36)	0.1% (+0.1)	7 (+7)	0.1% (+0.1)
3.1.2	19 (-50)	0.0% (-0.9)	4 (-11)	0.0% (-0.8)
3.2.1	12 (-19)	0.0% (-0.4)	1 (-13)	0.0% (-0.8)
3.2	0 (-120)	0.0% (-1.7)	0 (-21)	0.0% (-1.2)

Blackberry OS Versions



Visits

Users

Blackberry OS Version	Visits	% of All Visits	Users	% of All Users
5.0.0.732	1,419 (+1,410)	10.4% (+9.6)	138 (+137)	7.5% (+6.8)
5.0.0.975	1,295 (+1,277)	9.5% (+7.9)	163 (+162)	8.8% (+8.1)
6.0.0.246	1,180 (+1,180)	8.7% (+8.7)	145 (+145)	7.9% (+7.9)
4.6.0.304	1,015 (+935)	7.5% (+0.0)	171 (+160)	9.3% (+1.3)
5.0.0.602	934 (+934)	6.9% (+6.9)	119 (+119)	6.5% (+6.5)
5.0.0.979	917 (+917)	6.7% (+6.7)	93 (+93)	5.0% (+5.0)
5.0.0.405	776 (+692)	5.7% (-2.1)	97 (+86)	5.3% (-2.8)
5.0.0.591	559 (+549)	4.1% (+3.2)	53 (+51)	2.9% (+1.4)
4.7.1.61	544 (+529)	4.0% (+2.6)	87 (+86)	4.7% (+4.0)
5.0.0.320	446 (+272)	3.3% (-12.9)	30 (+18)	1.6% (-7.1)
5.0.0.822	375 (+375)	2.8% (+2.8)	58 (+58)	3.1% (+3.1)
5.0.0.713	364 (+349)	2.7% (+1.3)	39 (+37)	2.1% (+0.7)
6.0.0.431	353 (+353)	2.6% (+2.6)	56 (+56)	3.0% (+3.0)
5.0.0.1015	318 (+318)	2.3% (+2.3)	36 (+36)	2.0% (+2.0)
4.7.1.40	285 (+218)	2.1% (-4.1)	45 (+40)	2.4% (-1.2)
4.6.0.167	273 (+158)	2.0% (-8.7)	71 (+45)	3.9% (-15.1)
6.0.0.524	246 (+246)	1.8% (+1.8)	43 (+43)	2.3% (+2.3)
5.0.0.1006	223 (+223)	1.6% (+1.6)	42 (+42)	2.3% (+2.3)
4.6.0.297	202 (+150)	1.5% (-3.3)	50 (+43)	2.7% (-2.4)
4.5.0.138	169 (+69)	1.2% (-8.0)	27 (+21)	1.5% (-2.9)
6.0.0.526	137 (+137)	1.0% (+1.0)	22 (+22)	1.2% (+1.2)
4.5.0.110	130 (+51)	1.0% (-6.4)	24 (+17)	1.3% (-3.8)
6.0.0.600	108 (+108)	0.8% (+0.8)	24 (+24)	1.3% (+1.3)

5.0.0.734	107 (+107)	0.8% (+0.8)	1 (+1)	0.1% (+0.1)
5.0.0.607	102 (+101)	0.8% (+0.7)	16 (+15)	0.9% (+0.1)
5.0.0.296	95 (+95)	0.7% (+0.7)	16 (+16)	0.9% (+0.9)
4.5.0.175	83 (+82)	0.6% (+0.5)	11 (+10)	0.6% (-0.1)
5.0.0.1014	79 (+79)	0.6% (+0.6)	1 (+1)	0.1% (+0.1)
5.0.0.654	76 (+76)	0.6% (+0.6)	6 (+6)	0.3% (+0.3)
4.5.0.182	67 (+65)	0.5% (+0.3)	7 (+6)	0.4% (-0.3)
4.2.2.169	64 (-18)	0.5% (-7.1)	11 (0)	0.6% (-7.4)
6.0.0.141	62 (+62)	0.5% (+0.5)	7 (+7)	0.4% (+0.4)
5.0.0.330	58 (+58)	0.4% (+0.4)	4 (+4)	0.2% (+0.2)
5.0.0.810	56 (+56)	0.4% (+0.4)	7 (+7)	0.4% (+0.4)
5.0.0.328	52 (-39)	0.4% (-8.1)	14 (+6)	0.8% (-5.1)
5.0.0.1067	48 (+48)	0.4% (+0.4)	7 (+7)	0.4% (+0.4)
5.0.0.973	41 (+41)	0.3% (+0.3)	7 (+7)	0.4% (+0.4)
4.2.2.196	37 (+3)	0.3% (-2.9)	6 (-2)	0.3% (-5.5)
4.5.0.186	36 (+36)	0.3% (+0.3)	8 (+8)	0.4% (+0.4)
5.0.0.337	25 (+22)	0.2% (-0.1)	7 (+6)	0.4% (-0.3)
4.7.0.148	24 (+24)	0.2% (+0.2)	5 (+5)	0.3% (+0.3)
4.5.0.169	21 (+21)	0.2% (+0.2)	5 (+5)	0.3% (+0.3)
4.7.0.75	17 (+14)	0.1% (-0.2)	7 (+5)	0.4% (-1.1)
4.5.0.77	15 (+15)	0.1% (+0.1)	2 (+2)	0.1% (+0.1)
6.0.0.448	13 (+13)	0.1% (+0.1)	2 (+2)	0.1% (+0.1)
4.2.2.176	12 (-19)	0.1% (-2.8)	3 (-2)	0.2% (-3.5)
4.6.1.204	12 (+12)	0.1% (+0.1)	3 (+3)	0.2% (+0.2)
5.0.0.508	12 (+12)	0.1% (+0.1)	2 (+2)	0.1% (+0.1)
5.0.0.857	11 (+11)	0.1% (+0.1)	1 (+1)	0.1% (+0.1)

0.0% (-0.6)

0.0% (+0.0)

0.0% (+0.0)

0.0% (+0.0)

1 (-2)

1 (+1)

1 (+1)

0(0)

1 (-6)

1 (+1)

1 (+1)

1 (+1)

4.2.1.89

4.3.0.127

5.0.0.624

6.0.0.534

0.1% (-2.1)

0.1% (+0.1)

0.1% (+0.1)

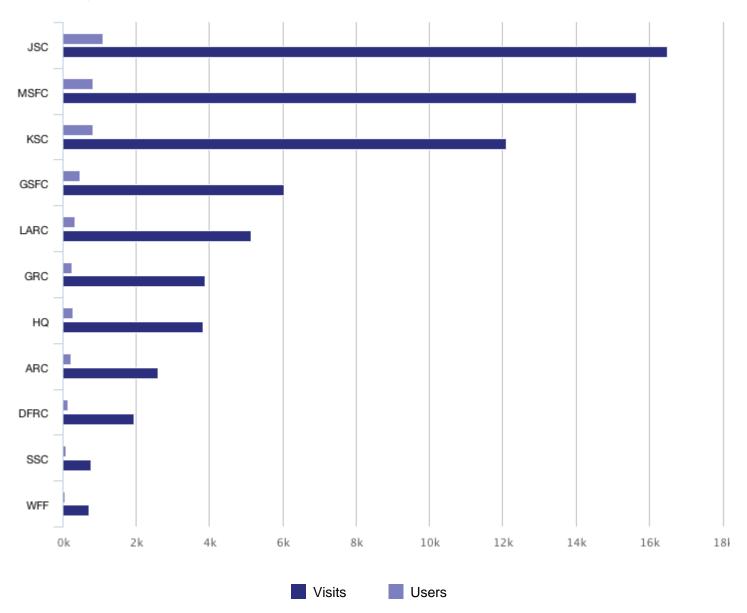
0.0% (0)

Audience Analytics

Center Analytics

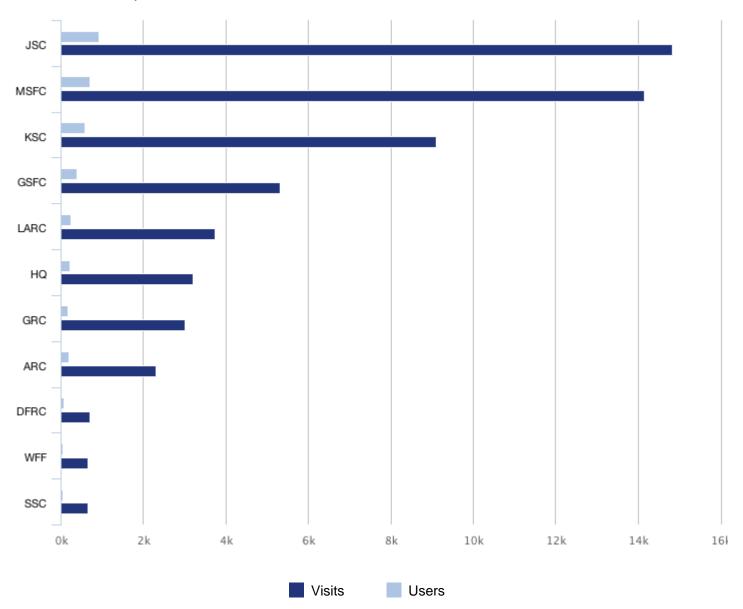
Visits & Users by Center

The following charts show the NASA center distribution of visits and users for all mobile applications.



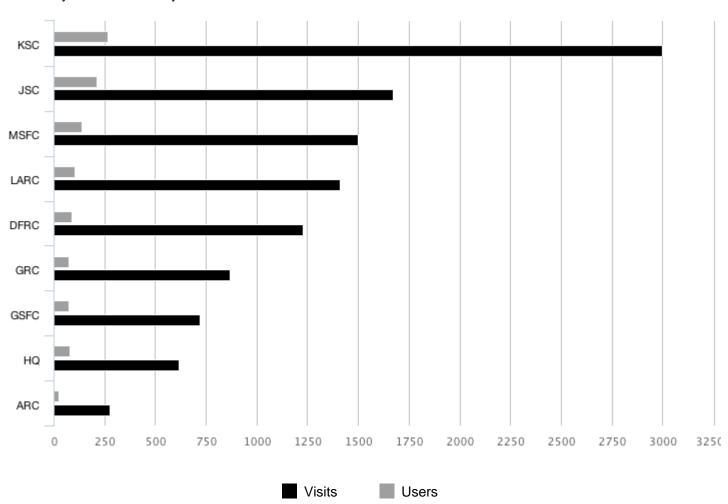
Center	Visits	% of All Visits	Users	% of All Users
JSC	16,497 (+15,160)	23.7% (+6.2)	1,106 (+832)	24.3% (-0.8)
MSFC	15,651 (+12,753)	22.5% (-15.4)	819 (+576)	18.0% (-4.2)
KSC	12,107 (+11,006)	17.4% (+3.0)	809 (+614)	17.8% (-0.1)
GSFC	6,026 (+5,502)	8.7% (+1.8)	457 (+341)	10.0% (-0.6)
LARC	5,140 (+4,620)	7.4% (+0.6)	325 (+259)	7.1% (+1.1)
GRC	3,875 (+3,664)	5.6% (+2.8)	239 (+200)	5.2% (+1.7)
HQ	3,817 (+3,308)	5.5% (-1.2)	278 (+207)	6.1% (-0.4)
ARC	2,586 (+2,344)	3.7% (+0.6)	212 (+158)	4.7% (-0.3)
DFRC	1,928 (+1,852)	2.8% (+1.8)	145 (+127)	3.2% (+1.5)
SSC	757 (+709)	1.1% (+0.5)	71 (+67)	1.6% (+1.2)
WFF	704 (+582)	1.0% (-0.6)	43 (+35)	0.9% (+0.2)
NSSC	498 (+437)	0.7% (-0.1)	42 (+35)	0.9% (+0.3)
JPL	27 (+27)	0.0% (+0.0)	11 (+11)	0.2% (+0.2)

iOS Visits & Users by Center



iOS Center	Visits	% of All Visits	Users	% of All Users
JSC	14,823 (+13,533)	25.5% (+6.4)	925 (+654)	25.4% (-0.4)
MSFC	14,154 (+11,649)	24.4% (-12.7)	705 (+476)	19.3% (-2.5)
KSC	9,107 (+8,110)	15.7% (+0.9)	588 (+403)	16.1% (-1.5)
GSFC	5,308 (+4,797)	9.1% (+1.6)	394 (+279)	10.8% (-0.1)
LARC	3,729 (+3,345)	6.4% (+0.7)	243 (+180)	6.7% (+0.7)
HQ	3,200 (+2,807)	5.5% (-0.3)	210 (+149)	5.8% (-0.0)
GRC	3,005 (+2,794)	5.2% (+2.1)	171 (+132)	4.7% (+1.0)
ARC	2,308 (+2,066)	4.0% (+0.4)	191 (+137)	5.2% (+0.1)
DFRC	701 (+651)	1.2% (+0.5)	75 (+59)	2.1% (+0.5)
WFF	667 (+545)	1.1% (-0.7)	38 (+30)	1.0% (+0.3)
SSC	650 (+632)	1.1% (+0.9)	59 (+56)	1.6% (+1.3)
NSSC	413 (+375)	0.7% (+0.1)	37 (+30)	1.0% (+0.3)
JPL	27 (+27)	0.0% (+0.0)	11 (+11)	0.3% (+0.3)

BlackBerry Visits & Users by Center

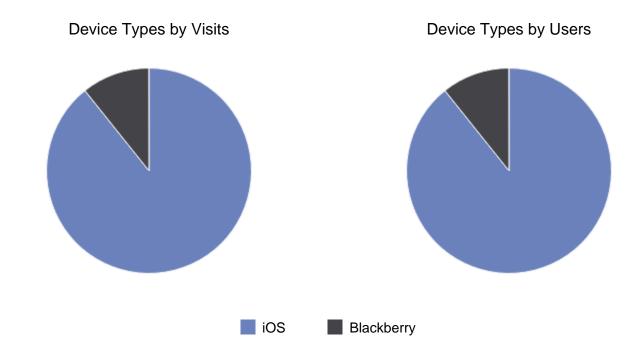


Blackberry Center	Visits	% of All Visits	Users	% of All Users
KSC	3,000 (+2,896)	26.0% (+14.3)	268 (+256)	24.6% (+5.9)
JSC	1,674 (+1,627)	14.5% (+9.2)	210 (+206)	19.3% (+13.0)
MSFC	1,497 (+1,104)	13.0% (-31.3)	139 (+111)	12.8% (-31.0)
LARC	1,411 (+1,275)	12.2% (-3.1)	102 (+99)	9.4% (+4.7)
DFRC	1,227 (+1,201)	10.7% (+7.7)	91 (+89)	8.4% (+5.2)
GRC	870 (+870)	7.6% (+7.6)	74 (+74)	6.8% (+6.8)
GSFC	718 (+705)	6.2% (+4.8)	76 (+74)	7.0% (+3.9)
HQ	617 (+501)	5.4% (-7.7)	78 (+67)	7.2% (-10.0)
ARC	278 (+278)	2.4% (+2.4)	23 (+23)	2.1% (+2.1)
SSC	107 (+77)	0.9% (-2.4)	15 (+14)	1.4% (-0.2)
NSSC	85 (+62)	0.7% (-1.9)	6 (+5)	0.6% (-1.0)
WFF	37 (+37)	0.3% (+0.3)	7 (+7)	0.6% (+0.6)

Device Types by Center

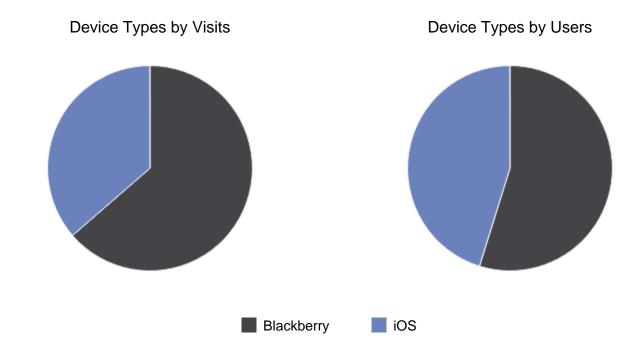
The following charts show the mobile device type distribution for each NASA Center with recorded visits.

Ames Research Center Devices



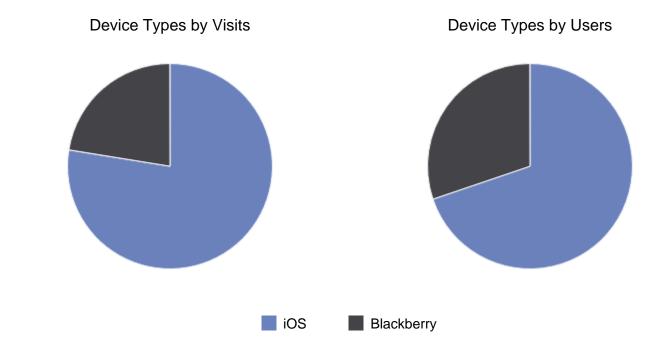
Device Type	Visits	% of All Visits	Users	% of All Users	
iOS	2,308 (+2,066)	89.2% (-10.8)	191 (+137)	89.3% (-10.7)	
Blackberry	278 (+278)	10.8% (+10.8)	23 (+23)	10.7% (+10.7)	

Armstrong Flight Research Center Devices



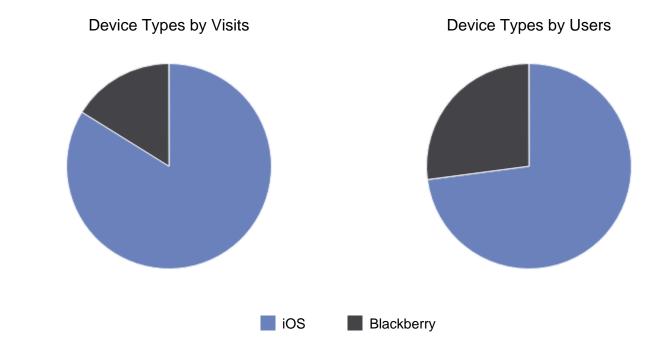
Device Type	Visits	% of All Visits	Users	% of All Users
Blackberry	1,227 (+1,201)	63.6% (+29.4)	91 (+89)	54.8% (+43.7)
iOS	701 (+651)	36.4% (-29.4)	75 (+59)	45.2% (-43.7)

Glenn Research Center Devices



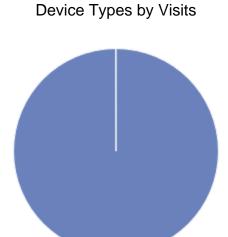
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	3,005 (+2,794)	77.5% (-22.5)	171 (+132)	69.8% (-30.2)
Blackberry	870 (+870)	22.5% (+22.5)	74 (+74)	30.2% (+30.2)

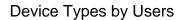
Headquarters Devices

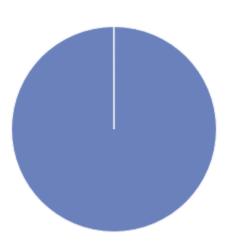


Device Type	Visits	% of All Visits	Users	% of All Users
iOS	3,200 (+2,807)	83.8% (+6.6)	210 (+149)	72.9% (-11.8)
Blackberry	617 (+501)	16.2% (-6.6)	78 (+67)	27.1% (+11.8)

Jet Propulsion Laboratory Devices



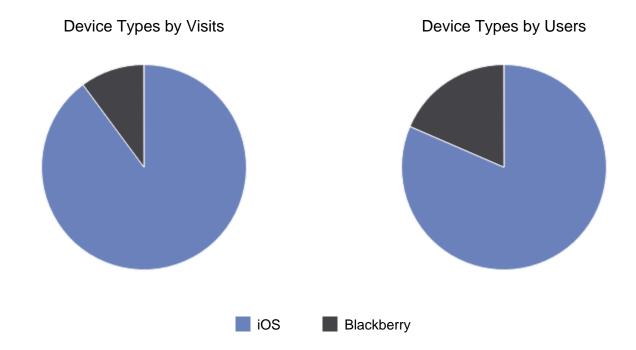




iOS

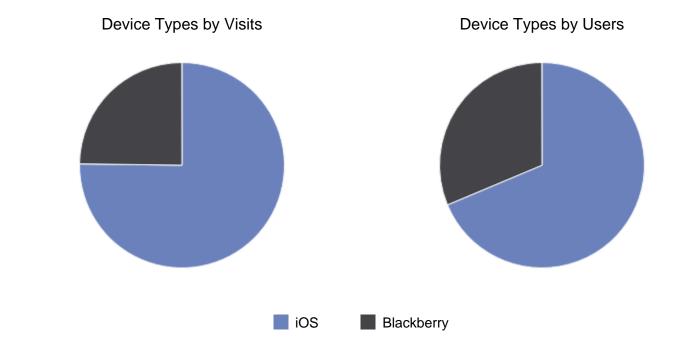
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	27 (+27)	100.0% (+100.0)	11 (+11)	100.0% (+100.0)

Johnson Space Center Devices



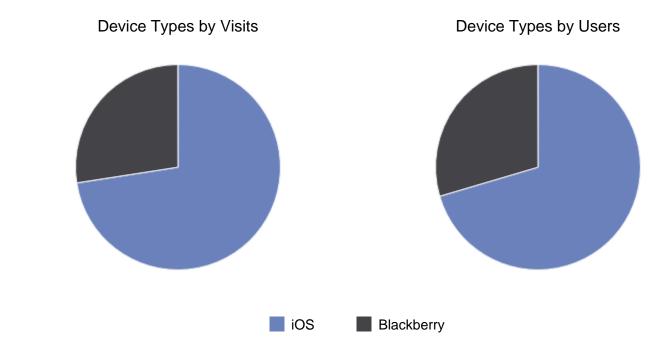
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	14,823 (+13,533)	89.9% (-6.6)	925 (+654)	81.5% (-17.0)
Blackberry	1,674 (+1,627)	10.1% (+6.6)	210 (+206)	18.5% (+17.0)

Kennedy Space Center Devices



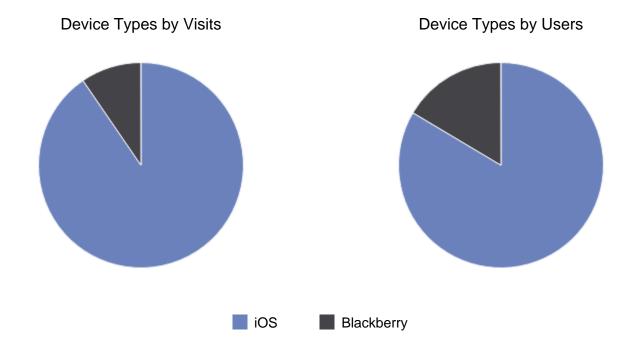
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	9,107 (+8,110)	75.2% (-15.3)	588 (+403)	68.7% (-25.2)
Blackberry	3,000 (+2,896)	24.8% (+15.3)	268 (+256)	31.3% (+25.2)

Langley Research Center Devices



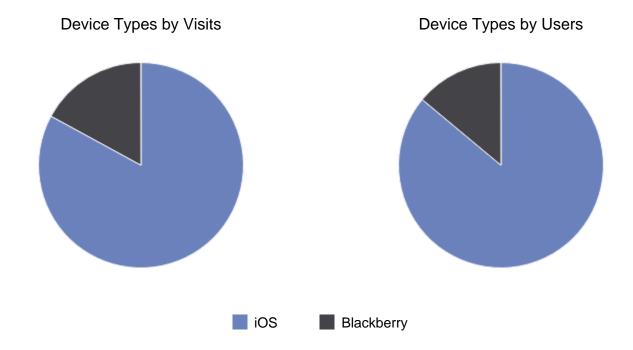
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	3,729 (+3,345)	72.5% (-1.3)	243 (+180)	70.4% (-25.0)
Blackberry	1,411 (+1,275)	27.5% (+1.3)	102 (+99)	29.6% (+25.0)

Marshall Space Flight Center Devices



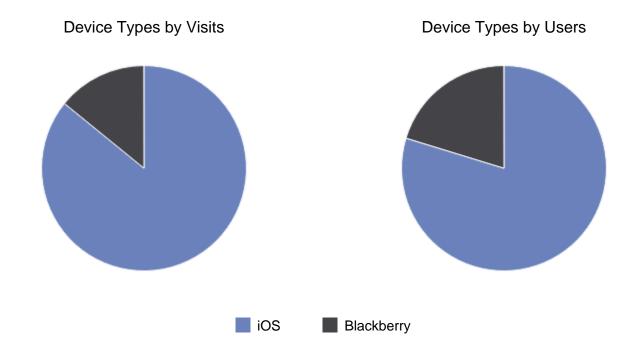
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	14,154 (+11,649)	90.4% (+4.0)	705 (+476)	83.5% (-5.6)
Blackberry	1,497 (+1,104)	9.6% (-4.0)	139 (+111)	16.5% (+5.6)

NASA Shared Services Center Devices



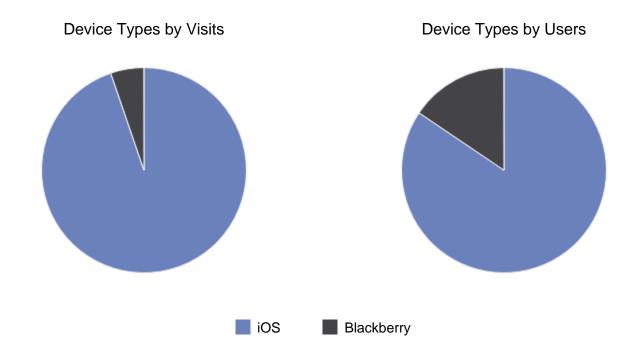
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	413 (+375)	82.9% (+20.6)	37 (+30)	86.0% (-1.5)
Blackberry	85 (+62)	17.1% (-20.6)	6 (+5)	14.0% (+1.5)

Stennis Space Center Devices



Device Type	Visits	% of All Visits	Users	% of All Users
iOS	650 (+632)	85.9% (+48.4)	59 (+56)	79.7% (+4.7)
Blackberry	107 (+77)	14.1% (-48.4)	15 (+14)	20.3% (-4.7)

Wallops Facility Devices

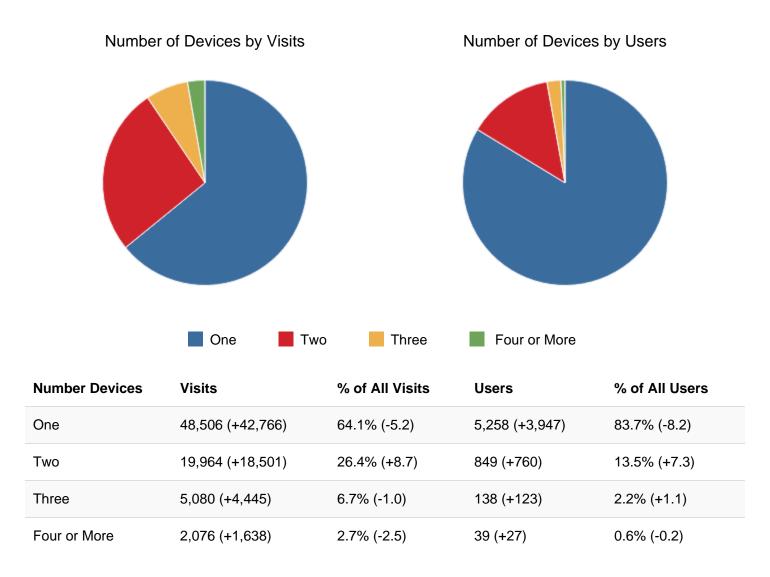


Device Type	Visits	% of All Visits	Users	% of All Users
iOS	667 (+545)	94.7% (-5.3)	38 (+30)	84.4% (-15.6)
Blackberry	37 (+37)	5.3% (+5.3)	7 (+7)	15.6% (+15.6)

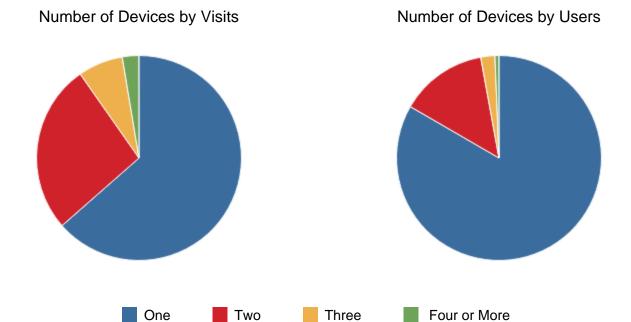
User Analytics

Multi-Device Usage

The following charts shows how many mobile devices NASA users are accessing applications with. The first chart shows of all the visits, how many were by users with only one device, two devices, etc. The second shows how many users have one device, two devices, etc.

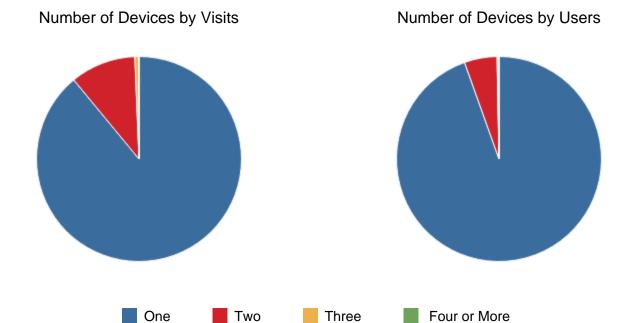


Multi-iOS Usage



iOS Number Devices	Visits	% of All Visits	Users	% of All Users
One	39,447 (+34,071)	63.5% (-11.1)	3,976 (+2,740)	83.4% (-9.2)
Two	16,609 (+15,428)	26.7% (+10.4)	658 (+577)	13.8% (+7.7)
Three	4,408 (+3,858)	7.1% (-0.5)	106 (+92)	2.2% (+1.2)
Four or More	1,627 (+1,528)	2.6% (+1.2)	30 (+25)	0.6% (+0.3)

Multi-BlackBerry Usage



Blackberry Number Devices	Visits	% of All Visits	Users	% of All Users
One	12,049 (+11,371)	89.0% (+25.7)	1,612 (+1,516)	94.5% (+8.8)
Two	1,399 (+1,070)	10.3% (-20.4)	88 (+75)	5.2% (-6.4)
Three	87 (+37)	0.6% (-4.0)	5 (+3)	0.3% (-1.5)
Four or More	0 (-13)	0.0% (-1.2)	0 (-1)	0.0% (-0.9)

This report was generated by Pulse on March 10, 2015

